Information for College Partners
Creating college opportunity together
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Too many qualified students miss out on college simply due to a lack of access to adequate college guidance and information.

Every year, 500,000 academically qualified, lower-income students who should go on to college fail to do so.

1:1,000 counselor per students in high schools serving predominantly low-income and minority students.
Who’s Missing Out?
A Closer Look

Counselors spend the majority of their time...

Lifting up
the highest achieving students

Keeping afloat
the lowest achieving students
Who’s Missing Out?
A Closer Look

The Majority of students will graduate high school without much extra support, but pursuing college is harder to tackle alone.
A four-year college degree provides the greatest likelihood of full-time employment & higher earnings.

And there is a steady annual decline in full-time college enrollment.

Yet enrollment among minority students is growing!

Focus on serving low-income, first-gen, & minority students.
Strive for College
Our History

Strive begins
Michael J. Carter founded Strive for College in 2007 from his dorm room at Washington University in St. Louis as an in-person mentoring program serving one local high school. Over the next few years, Strive expanded to serve multiple high schools in St. Louis and to twenty different campus chapters across the country.

UStrive takes mentoring virtual
In 2012, a grant from the JA and Kathryn Albertson Foundation helped Strive pilot virtual mentoring in Idaho and build a proprietary technology platform, UStrive, to scale Strive’s virtual mentoring program nationally.

Growing interest and impact
Strive merged with the national I’m First! project in 2016 and began a partnership with The Common Application, integrating I’m First’s College Partners and begins seeing hundreds of thousands of students referred to Strive for mentoring assistance via Common App.

Strive creates partnerships and expands
Strive mentors from Corporate Partners like Deloitte and American Express and College Partners alike are assisting thousands of college-bound students annually. We are also distributing 5,000 copies of the I'm First! Guide to College to low-income serving schools and community organizations every year.

2020

2016

2012

2007
Strive for College exists to ensure that every qualified student who wants to attend college has the opportunity to do so. We call these students “Strivers.”
Strivers are talented and motivated college-bound students. Often they are from low or middle-income families and many are the first in their family to go to college.

They have fewer opportunities to get help at home, in school, or in their community.

Finding someone to assist them with researching best-fit colleges, raising test scores, or making sense of their financial aid options can mean the difference between realizing their college goals and falling short.
This is Frances. At the start of her senior year:
• she had many unanswered questions about college
• college counseling in her school was lacking
• but then...Frances discovered Strive thanks to The Common Application.

“It fit perfectly with the type of program that I had been searching for. I never had that person that was always there to answer my college questions,” said Frances.

“My amazing mentor, Mr. Copeland, believes in me and is always there to answer my questions about college.”

Frances was accepted into her dream school, Brandeis University, with a near-full ride scholarship!
We are a national movement that supports better outcomes for Strivers.

In addition to our programs that help students at each step of the process, **we partner with colleges and committed staff members to help you better recruit and retain Strivers** through effective professional development, collaborative learning, and marketing opportunities.
Strive for College
What is it?

For Students:
• Online platform providing mentoring, guidance, and college discovery
• Tools and resources for first-generation college-bound students

For Colleges:
• Professional development opportunities through best-practice webinars and a 24/7/365 online learning community
• Opportunities to showcase your institution and connect with prospective students through Strive’s online platform
• Participation in the I’m First! online platform
• Inclusion in the printed and online editions of the annual “I’m First! Guide to College” publication
• And more!
College Partner Benefits
Expanding College Opportunity Together

- Strive Platform
- I’m First! Platform & Guide
- Best-Practice Webinars
- Online Learning Community
- Marketing Opportunities & Technical Assistance
- Recognition Program
The Strive Platform
Connecting Students with College Guidance

Big data, smart technology. Strive for College connects students with dedicated online mentoring on its custom-built platform.
The Strive Platform provides students and mentors with access to a best-in-class college planning curriculum, sophisticated communications tools, smart college search, task generator, and a community Q&A forum.

The mobile app allows mentors and students to message and call securely anytime, from anywhere. It’s like having a mentor in your pocket!
How It Works

Students create a Strive account and select a mentor.

Students and mentors go through a college selection and application curriculum.

Strive uses smart data to find both the mentor and the colleges that best match a student’s individual needs.

Strive’s technology and online mentoring reliably produces positive college outcomes.

Most Strive students find their best-fit college, both academically and financially.

97% of Strive students served were accepted to and enrolled in college.

84% in a four-year college or university.

91% completed forms to receive financial aid.

80% continue through sophomore year.
• Manage an enhanced profile to highlight your campus programs and support services for low-income and first-generation college students. Add photos, videos, and helpful links to make your page stand out.
Strive Platform
Benefits for College Partners

• Access a dashboard to view and export prospective students who have demonstrated an interest in your institution through the platform.
Strive Platform
Benefits for College Partners

- Mobilize your campus community and alumni network to be mentors with Strive. We'll customize outreach materials to help you promote the opportunity and create a custom mentor branch so you can track all of your mentors’ activities.

Note: Mentoring with Strive requires every volunteer mentor to pass a background check and pay a nominal Background Check and Safety Fee. Though not required, we invite College Partners to sponsor the costs for your mentors.
I’m First! Platform and Guide
Benefits for College Partners

I’m First! is a Strive initiative celebrating and supporting first-generation college students. Resources include:

• the nationally distributed Guide to College publication

• a website featuring video stories and blogs from first-gen students and grads

For College Partners

• Full page profile in the Guide to College highlighting your campus programs and support services for low-income and first-generation college students
For College Partners (continued)

• Sponsor copies of the Guide for distribution to your target high schools or organizations
• Complimentary copies of the Guide for your institution, and discounts to purchase additional copies for your office, colleagues, and sponsored programs
• Showcase “I’m First!” stories - highly connective and heartfelt YouTube video testimonies - from your first-gen students, faculty, staff, and alumni
• Nominate a first-gen student from your campus to contribute to the I’m First! blog
Best-Practice Webinars
Benefits for College Partners

- Support your professional development with timely content aimed to inform and inspire
- Topics aligned with academic and admissions calendars to ensure immediate action is possible
- Available both live and on-demand so content is always accessible when you need it
Online Learning Community
Benefits for College Partners

- Access to one of the largest online discussion groups of higher education professionals who share a passion for supporting Strivers
- Timely discussion prompts, easy Q&A, and a searchable archive to help you learn from and share with your peers
- Year-round professional networking without leaving your desk!
Marketing Opportunities and Technical Assistance
Benefits for College Partners

• Promote your college on Strive for College and I'm First! social media channels

• Feature your programs in Strive and I’m First! newsletters sent to students and supporters

• Participate in online events like our YouTube Live Chat Series to connect with prospective students

• Have access to technical assistance services to improve student recruitment and retention
Strive Five Recognition
Benefits for College Partners

Strive for College has identified benchmarks in five critical areas—the “Strive Five”—that we believe all postsecondary institutions should strive to achieve to mark a true commitment to college opportunity and success for all students.

1. Inclusion - high % Pell-eligible student enrollment
2. Diversity - high % underrepresented minority enrollment
3. Affordability - low net-price and high financial aid
4. Completion - high retention and graduation rates
5. Outcomes - improving economic mobility among graduates

College Partners that meet any of these five criteria receive special recognition by way of a customized Badge and press release to highlight their exceptional achievements.
Partnership Opportunities
For Colleges and Universities

Opportunity Partners

• Printed profile in the I’m First! Guide to College
• Showcase first-gen stories on the I’m First! Website
• Access to best-practice webinars and online learning community for up to three staff
• Institutional participation on the Strive platform, including an enhanced web profile and connections with interested students
• Mobilize mentors from your campus community and alumni network on the Strive platform
• Strive Five recognition

$1,800/year
Add additional professional development seats for $400/each

Success Partners

• Printed profile in the I’m First! Guide to College
• Sponsor 25 copies of the I’m First! Guide to College for distribution to target high schools or organizations
• Showcase first-gen stories on the I’m First! Website
• Nominate a first-gen student from your campus to contribute to the I’m First! Blog
• Access to best-practice webinars and online learning community for up to six staff
• Institutional participation on the Strive platform, including an enhanced web profile and connections with interested students
• Mobilize mentors from your campus community and alumni network on the Strive platform
• Marketing and technical assistance services
• Strive Five recognition

$3,200 for one year;
$6,000 for two years; or
$8,400 for three years
Add additional professional development seats for $400/each

* Discounts are available for federally-designated minority-serving institutions
Institutions that share our mission and wish to participate in the Strive and I'm First! programs are invited to apply! Applications are reviewed on a rolling basis and partnership can begin at any time.

Please apply by May 31 to ensure your inclusion in the next printing of the I'm First! Guide to College, released annually in September.

Learn more and apply online
http://striveforcollege.org/colleges.html
Questions?

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